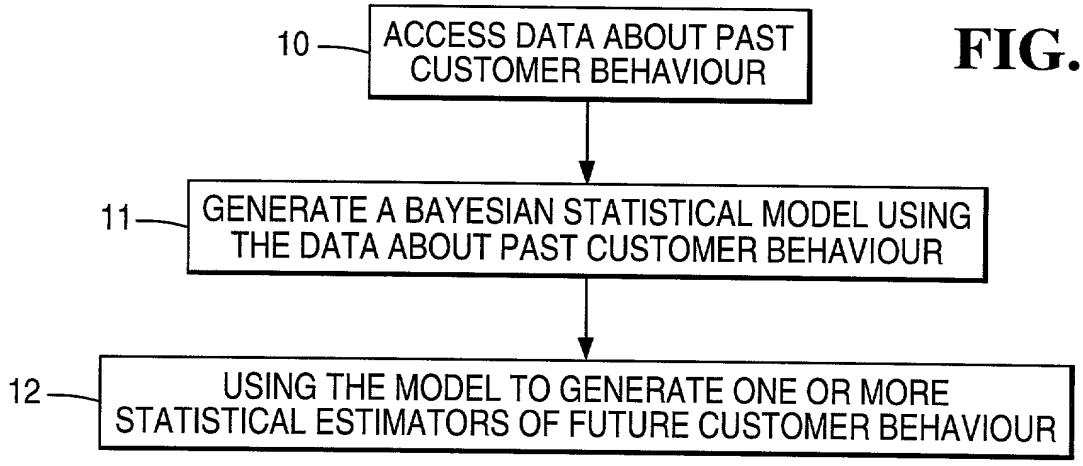

FIG. 1

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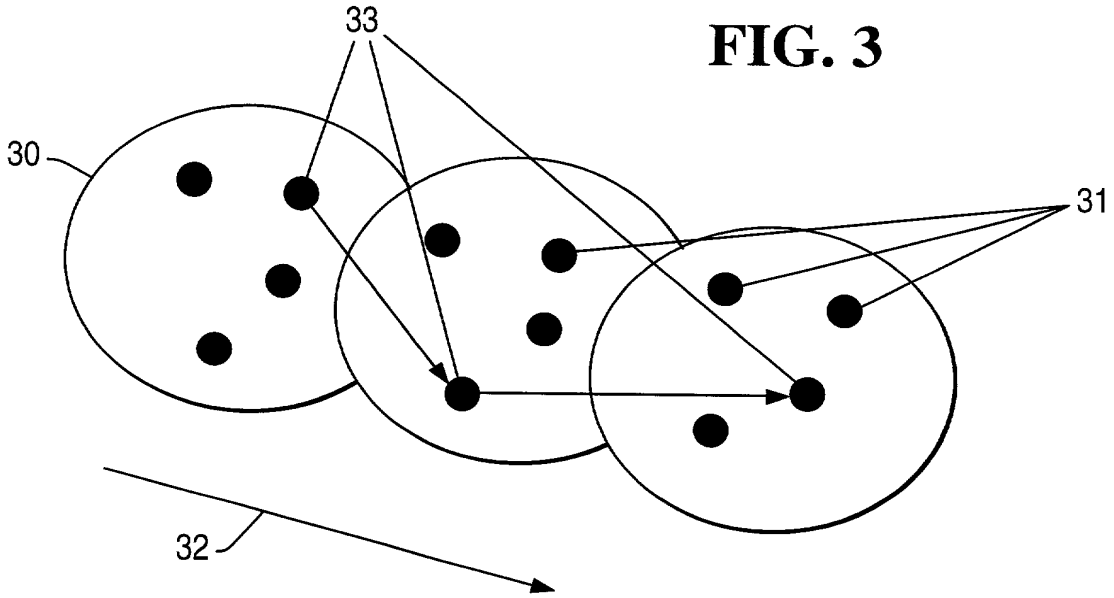


FIG. 3

FIG. 4

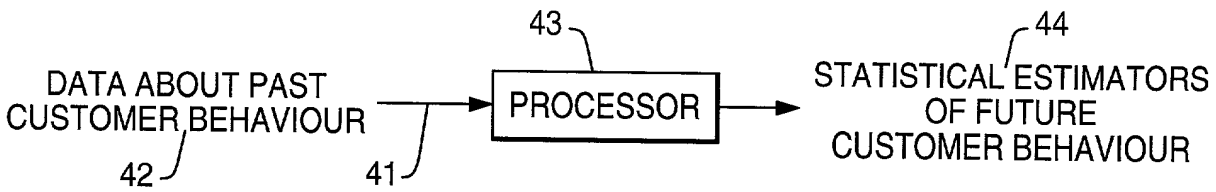
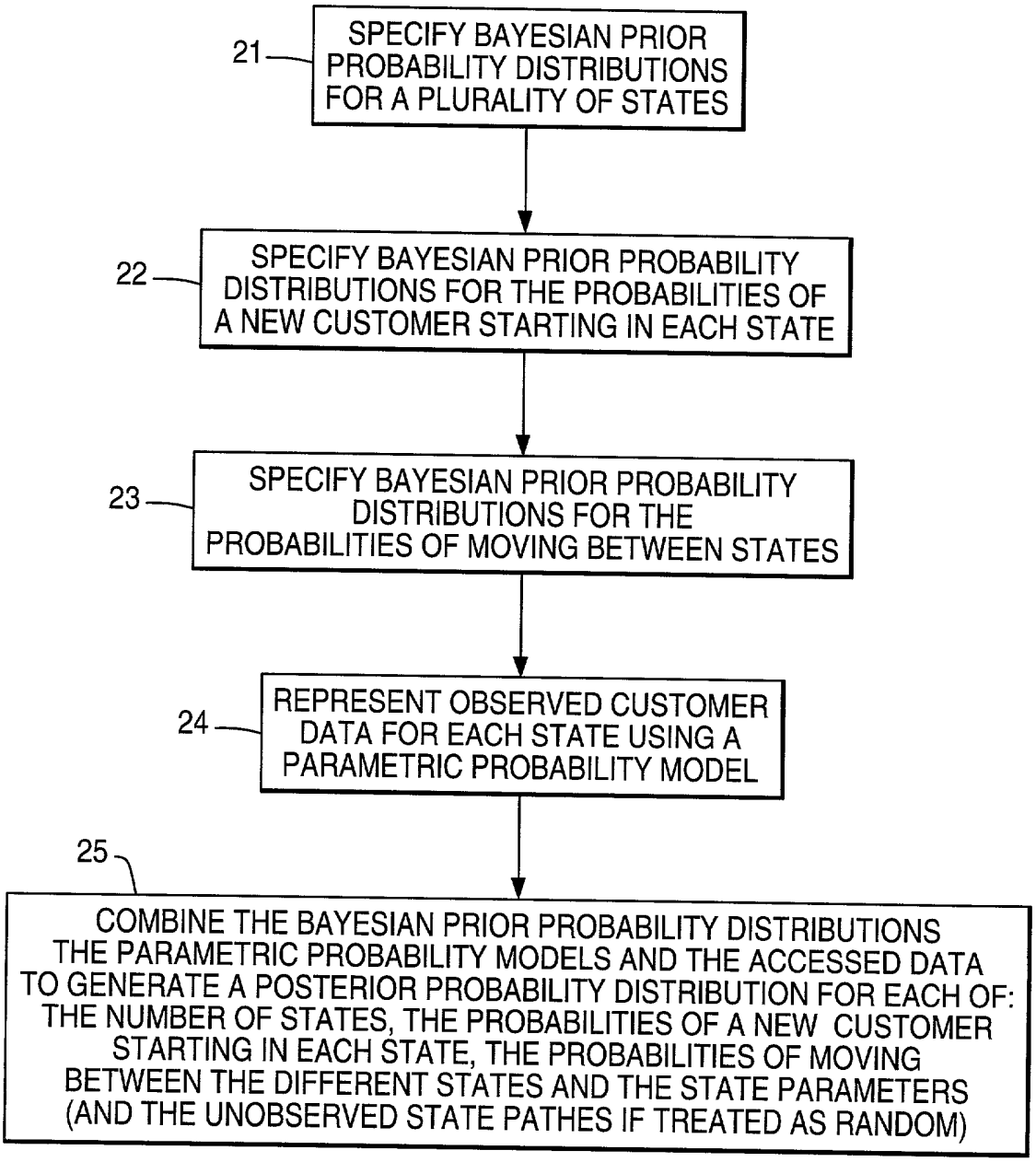


FIG. 2


21
SPECIFY BAYESIAN PRIOR PROBABILITY DISTRIBUTIONS FOR A PLURALITY OF STATES
22
SPECIFY BAYESIAN PRIOR PROBABILITY DISTRIBUTIONS FOR THE PROBABILITIES OF A NEW CUSTOMER STARTING IN EACH STATE
23
SPECIFY BAYESIAN PRIOR PROBABILITY DISTRIBUTIONS FOR THE PROBABILITIES OF MOVING BETWEEN STATES
24
REPRESENT OBSERVED CUSTOMER DATA FOR EACH STATE USING A PARAMETRIC PROBABILITY MODEL
25
COMBINE THE BAYESIAN PRIOR PROBABILITY DISTRIBUTIONS THE PARAMETRIC PROBABILITY MODELS AND THE ACCESSED DATA TO GENERATE A POSTERIOR PROBABILITY DISTRIBUTION FOR EACH OF: THE NUMBER OF STATES, THE PROBABILITIES OF A NEW CUSTOMER STARTING IN EACH STATE, THE PROBABILITIES OF MOVING BETWEEN THE DIFFERENT STATES AND THE STATE PARAMETERS (AND THE UNOBSERVED STATE PATHES IF TREATED AS RANDOM)